

**content** refers to the textual content of the element. This may include alphanumeric expressions or uniform resource locators (URLs) to indicate where the metadata is located. Directions on the construction of content are included in the Input Guidelines for each element below.

Syntax requires an equal sign (=) between the attribute (**name**, **scheme**, or **content**) and the value. The Value is always represented in quotation marks. All of the DC <meta> tags are located in the <head> section of the HTML document:

```
<html>
<head>
<title>[title]</title>
<meta name="DC.Title" content="NC ECHO Dublin Core Implementation Guidelines">
<meta name="DC.Creator" scheme="lcnaf" content="Wisser, Katherine M.">
<meta name="DC.Language" scheme="iso639-2b" content="eng">
... [other meta tags] ...
</head>
<body>
[body of the html document]
</body>
</html>
```